Title (en)
SYSTEM AND METHOD FOR PROVIDING AUGMENTED VIRTUAL REALITY CONTENT IN AUTONOMOUS VEHICLES

Title (de)
SYSTEM UND VERFAHREN ZUR BEREITSTELLUNG VON ERWEITERTEM VIRTUELLEM REALITÄTSINHALT IN AUTONOMEN FAHRZEUGEN

Title (fr)
SYSTÈME ET PROCÉDÉ POUR FOURNIR UN CONTENU À RÉALITÉ VIRTUELLE AUGMENTÉE DANS DES VÉHICULES AUTONOMES

Publication
EP 3244591 A1 20171115 (EN)

Application
EP 16201112 A 20161129

Priority
US 201615152015 A 20160511

Abstract (en)
In one embodiment, a server receives a request from a first autonomous vehicle for content delivery. In response to the request, a vision analysis is performed on an image obtained from the request to determine three-dimensional (3D) positioning information of the image. A list of content items are identified based on current vehicle information of the first autonomous vehicle in view of a user profile of a user ridding the first autonomous vehicle. A first content item selected from the list of content items is augmented onto the image based on the 3D positioning information of the image, generating an augmented image. The augmented image is transmitted to the first autonomous vehicle, where the augmented image is to be displayed on a display device within the autonomous vehicle in a virtual reality manner.

IPC 8 full level
H04L 29/08 (2006.01); **G06K 9/00** (2006.01); **H04L 29/06** (2006.01)

CPC (source: CN EP KR US)
B60K 35/00 (2013.01 - EP); **B60K 35/28** (2024.01 - EP); **B60K 35/65** (2024.01 - EP); **B60K 35/654** (2024.01 - EP); **B60K 35/85** (2024.01 - EP); **B60W 50/00** (2013.01 - US); **B60W 60/0013** (2020.02 - KR); **G05D 1/0088** (2024.01 - US); **G06F 3/005** (2013.01 - US); **G06F 3/011** (2013.01 - CN); **G06F 15/16** (2013.01 - KR); **G06Q 50/10** (2013.01 - KR); **G06T 19/006** (2013.01 - CN EP KR US); **G06V 20/20** (2022.01 - CN US); **G06V 20/56** (2022.01 - CN US); **H04L 67/12** (2013.01 - EP US); **H04L 67/131** (2022.05 - EP US); **H04L 67/306** (2013.01 - EP US); **H04L 67/52** (2022.05 - EP US); **H04N 21/234** (2013.01 - KR); B60K 2360/175 (2024.01 - EP); B60K 2360/176 (2024.01 - EP); B60K 2360/177 (2024.01 - EP); B60K 2360/21 (2024.01 - EP); B60K 2360/592 (2024.01 - EP); B60K 2360/741 (2024.01 - EP); G06T 2207/30252 (2013.01 - CN)

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Designated contracting state (EPC)
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
EP 3244591 A1 20171115; **EP 3244591 B1 20190109**; CN 107369207 A 20171121; JP 2017204261 A 20171116; JP 6310531 B2 20180411; KR 101960140 B1 20190704; KR 20170127342 A 20171121; US 10366290 B2 20190730; US 2017330034 A1 20171116

DOCDB simple family (application)
EP 16201112 A 20161129; CN 201611014753 A 20161115; JP 2016227755 A 20161124; KR 20160162058 A 20161130; US 201615152015 A 20160511